

	<u>National '96</u>	<u>Florida '96</u>	<u>National '97*</u>
January			
February			
March			
April	B3GF T-Shirt		
May	B2G2F		B1G1F
June		B2G T-Shirt \$2 off carton	B2G Incentive
July		B1G1F \$2 off carton	B2G Incentive
August	B3G Incentive	B2G2F	
September	B2G2F	B2G Cap \$2 off carton	B2G Incentive
October		B3G3F	
November	B3G Incentive	B2G Lighter	B5G5F
December			

* Pre-Stickered Price Promotion is on-going in the '97 plan

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